

IN THE CINEMA WORLD



WANDA HAWLEY
in "THE BORDER WIRELESS"

FRED STONE, the comedian of musical comedy, first famous as the scarecrow of "The Wizard of Oz," in which he starred with the late David Montgomery for several years, will make his first public appearance in motion pictures in "The Goat." Stone's training has been such as practically to insure in advance his success as a screen comedian. When still in his teens he joined the Sells-Florio circus as an acrobatic clown. Subsequently he played Topsy in an "Uncle Tom's Cabin" outfit. In 1904 the famous partnership of Montgomery and Stone was formed, and it endured as the most successful comedy team ever known until the death of Montgomery two years ago.

This acquisition to the screen is probably best known for his powers as an eccentric dancing and pantomimic comedian, but he has few, if any, equals at larriat throwing, tight rope walking, bareback riding and fancy skating. His work in "The Red Mill," "The Lady of the Slipper," "Chin Chin" and "Jack of Lantern," the second year of which he has just started in Chicago, has made him popular all over the country. It is predicted that

THE NEW CINEMAS.

William S. Hart will be seen at the Rialto in "The Border Wireless." As Steve Ransom, an outlaw, he finds difficulties in enlisting, but wins acceptance by running down Mexican and German plotters. Wanda Hawley plays the girl.

Dorothy Gish will appear to Rivoli patrons as "Battling Jane," who comes as a vagabond to a Maine village during the thrift stamp drive, takes care of an abandoned infant, and gets the better of its rascally father.

Fred Stone's photoplay debut will take place at the Strand in "The Goat," which was written especially for him and gives him opportunities as an acrobat as well as a comedian.

The chief star at Loew's New York Theatre and Roof will be Geraldine Farrar in "The Turn of the Wheel," on Monday. The other plays during the week will be "Prisoner of the Pines," "Bonnie Annie Laurie," "Money, Isn't Everything," "The Velvet Hand," "The Gray Parrot," "The Appearance of Evil" and "The Tale of the Forbidden City."

"Pals First" the play in which Thomas Wise starred last year, will be shown at the Broadway. Harold Lockwood has the lead. The episodes of the play offer exceptional opportunities for atmosphere.

This will be the last week of "Hearts of the World" at the Forty-fourth Street Theatre.

The attraction at the Symphony Theatre commencing today and continuing through until Wednesday inclusive is "Kiss or Kill," with Priscilla Dean and Herbert Rawlinson. This screen drama is offered as a companion piece to "Come Through." The play is adapted from the story of "Macbrand" that appeared recently in magazine form. Priscilla Dean is ideally cast as Ruth Orton and Herbert Rawlinson has a part that fits him perfectly as Henry Warner.

The comedy number on the bill is "Cupid Versus Art," an Alice Howell production of the type in which she has become famous. News reels of topics of the day and the twenty-one piece Symphony Orchestra complete the bill.

the limitations necessarily imposed by the stage being removed his genius will find highest expression in the picture art.

"The Goat" is an original story by Frances Marion and relates the experiences of an ironworker who "breaks into the movies." It is said to give the many-sided star every sort of opportunity.

ONE of the mightiest forces of publicity ever utilized in a nationwide campaign is in control of the National Association of the Motion Picture Industry as a means of cooperating with the Government in the fourth Liberty Loan campaign. To that end more than fifty of the screen's most popular stars have been busy for many days and nights producing special short length films which are to represent the contribution of the motion picture industry to the publicity campaign for the fourth loan. The management of this campaign is in charge of a committee representing the National Association, of which Adolph Zukor is chairman.

The talent of the industry, including the stars, producers, directors, scenario writers, camera men and business executives, has been marshalled for the purpose of assisting in the nationwide publicity drive projected by

Frank R. Wilson, director of publicity for the fourth Liberty Loan campaign. In this manner entertaining and instructive "visualized" appeals for the purchase of Liberty bonds will be placed before the "movie fans" of the country, who constitute the great majority of the nation's 110,000,000 population, within the space of the three weeks set aside for the loan drive. This is a task to which every resource of the world's fifth greatest industry has been devoted since plans for the fourth Liberty Loan campaign were announced some weeks ago.

The stars who will appear in these productions which are to advance arguments for the purchase of Liberty bonds is the greatest ever collected for one single purpose in the history of the industry. Heading the list of course will be the "Big Four," Mary Pickford, Douglas Fairbanks, William S. Hart and Charlie Chaplin, who performed valiant service in former Liberty Loan campaigns. The films in which the stars will be featured will range from 200 to 1,000 feet in length and the stories will represent the work of the most skilled moving picture writers and directors to be found. It is estimated that 3,000 prints of these subjects will be required to obtain the 100 per cent distribution planned by the committee, which expects to reach every moving picture theatre in the country during the short campaign.

"I want it understood," said Geraldine Farrar, "that I take my screen



DOROTHY GISH
in "THE BORDER WIRELESS"

work very, very seriously. You see, she continued with an unaffected smile, dispelling the solemnity of her first statement, "so many people take

it for granted that I casually take a fling in the movies without much thought or care. Sometimes they ask me if it isn't so, and every now and then some newspaper reporter will air his suppositions in print.

"As a matter of fact I plan my movie roles with almost as much care, comparatively speaking, as I do my operatic roles, and I take as much pride in one of my successful photo-plays as I do in any of my operas."

"While movies are hard work, my summer spent in the cinema studio or out in the open before the camera is a wonderful relaxation after my strenuous operatic and concert season. To be able to act, act, act, without any of the restrictions imposed by the opera, is a source of constant joy to me."

"There is also much speculation," the interviewer asked, "as to why it is that sooner or later the movies hold a lure for world famous prima donnas

and even illustrated tenors. Can you explain?"

"It is only natural," Miss Farrar answered. "We players do no more than what the public expects of us. The public—especially those who are neither within the financial or geographical reach of the Metropolitan Opera House—have a natural curiosity in seeing any well known opera star. The opera throws a glamour upon its players that the other forms of the theatrical profession fail to do. The great interest that is aroused regarding an opera star's personal attributes is justified in the road to success in this highest branch of the dramatic profession. Its obstacles, almost insurmountable, when overcome, raise its members to the level almost of supermen and superwomen in the public eye."

Burton Holmes of "Travelogue" fame has just landed from France. He begins his "Travelogue" season early in November and his series of five subjects is to be the result of his recent travels in England, France and Italy. These "Travelogues" will be devoted to following our own soldiers from America to the front, with a view to telling the American people how our boys are transported, fed and cared for and how they are welcomed by their fellow allies overseas. He will also describe what the peoples of our allied countries are doing behind the lines, what their conditions of daily life are, what women and children and



HELEN PATTERSON
in "EVERYTHING AT THE HIPPODROME"

the non-combatant men are doing in their homes and on the farms and in the factories. Under this head will be Mr. Holmes' impressions of the splendid work of the Y. M. C. A., Red Cross, Knights of Columbus, Salvation Army

and others of these splendid organizations carrying on the campaign to provide good cheer and comfort and healthful surroundings for not only our own men but also for the fighting men of all the allied nations. Mr. Holmes' subjects will be "With the Yanks in England," "With the Yanks in France," "With the Yanks at the Front" and "With the Yanks in Italy."

Brooklyn Vaudeville.

Eddie Leonard will make his first appearance in Brooklyn at the Orpheum, with his troupe of minstrels in "Dandy Dan's Return." Other performers will be the various members of the Morton family, George Whiting and Sadie Burt, Madam Burnell, Lynn Cowan and the Brightons. Helen Ware will come to the Bushwick as the solo performer in a dramatic playlet, "The Eternal Barrier." Jack Norworth in "Somewhere With Pershing," Herbert Clifton, Will J. Ward and His Symphony Girls, and Lillian Herlein are among the others on the bill.

At the Star the attraction will be "The Girls From Joyland," with Billy Gilbert, the featured comedian and Billie Davis the prima donna. There will be two wrestling bouts on Tuesday evening.

AMERICA'S FOREMOST THEATRES AND HITS UNDER THE DIRECTION OF LEE AND J. J. SHUBERT.

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A TIDAL WAVE OF LAUGHTER, A DELUGE OF SONG.
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ISABEL RODRIGUEZ
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FRED AND ADELAIDE ASTAIRE—CHARLES RUGGLES
Book & Lyrics by Harold Atteridge. Music by Sigmond Romberg and Jean Schwartz.
THE MOST BEAUTIFUL WOMEN IN THE WORLD.
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Only Seven More Days at the 44th St. Theatre, for the Great Success New York Has Known in Years.
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HEARTS OF THE WORLD
Special Symphony Orchestra
Matinee Every Day at 2:10.
Prices 25c to \$1. Nights at 8:10.
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Something Absolutely New Under the Sun.

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